


## City of Alexandria, Virginia

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2-25-03

## MEMORANDUM

DATE: FEBRUARY 11, 2003

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER 

SUBJECT: SUBMISSION OF GRANT APPLICATION FOR FY 2004 FUNDING FOR  
THE CONTINUATION OF THE ALEXANDRIA RIDESHARE PROGRAM

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**ISSUE:** City Council consideration and resolution of a grant application to the Virginia Department of Rail and Public Transportation to fund the continuation of the City's ridesharing program, ALEXANDRIA RIDESHARE.

**RECOMMENDATION:** It is recommended that City Council adopt the attached resolution (Attachment 1) and authorize the City Manager to:

- (1) Submit the grant application (Attachment 2) and resolution to the Virginia Department of Rail and Public Transportation for FY 2004 funding, in the amount of \$175,419 for the continuation of the City's ridesharing services through ALEXANDRIA RIDESHARE;
- (2) Approve the continuation of two full-time grant-funded positions (Transit Specialist I and Transit Services Assistant I) to administer the ongoing ALEXANDRIA RIDESHARE program. Continuation of these positions is contingent upon funding from the Virginia Department of Rail and Public Transportation or other non-City sources; and
- (3) Execute all necessary documents that may be required under this program.

**DISCUSSION:** The Virginia Department of Rail and Public Transportation has requested that grant proposals for FY 2004 State Aid for Ridesharing Projects designed to decrease traffic congestion and improve air quality, be submitted by March 1, 2003. If approved, the State Aid would finance 80 percent of administrative and other costs associated with the development, implementation and continuation of the City's approved ridesharing program.

The City has operated a ridesharing program since 1981, and each year has applied for and received funds from the Commonwealth of Virginia. ALEXANDRIA RIDESHARE is a part of the comprehensive transit and commuter services program administered and coordinated by the City's Office of Transit Services and Programs in the Department of Transportation and Environmental Services. The primary goals of ALEXANDRIA RIDESHARE are to mitigate congestion by 1) decreasing the number of single occupant vehicles (S.O.V.s) operating within

the City during peak commuting hours; 2) to improve air quality and mobility; 3) to promote the efficient use of existing transit, and 4) to decrease the demand for parking.

To accomplish these goals, ALEXANDRIA RIDESHARE staff educates citizens about the availability and benefits of alternative modes of commuting including carpools, vanpools, transit, teleworking, and bicycles.

The staff facilitates the use of alternative modes of transportation by providing information and free route/ride matching services to citizens through ALEXANDRIA RIDESHARE's involvement in Commuter Connections, a network of regional ridesharing organizations within the Metropolitan Washington Council of Governments.

Other ALEXANDRIA RIDESHARE activities include:

- Assisted employers to develop employee commuter benefit programs that encourage employees to choose alternative modes of transportation; development tools include transit benefit program start-up funds, collateral materials and transit fair presentations;
- Assisted developers with the implementation of programs to reduce peak period S.O.V. trips, transit fair presentations, and outreach to development tenants;
- Promoted the use of all alternative modes of transit, high-occupancy-vehicle lanes, park-and-ride facilities, teleworking, and bicycling through promotional participation in civic activities, and
- Disseminated information about alternative modes of transportation via community resource sites, mail, media outlets and the internet.

Recent accomplishments (within the last three months) of the ALEXANDRIA RIDESHARE program include the following:

- Registered and empowered 207 city residents as new transit users, carpool or vanpool users through the regional Commuter Connections initiative;
- Initiated three city employer commuter benefit programs through the employer outreach transit match component of the rideshare program. As a result, 29 employees at these organizations now use transit, carpools or vanpools to get to work;
- Facilitated 18 city residents in opting to carshare and use transit rather than using S.O.V.s through the Carshare Alexandria program; and
- Persuaded one of the City's largest employers, Alexandria Hospital (with 1,500+ employees), to complete a commuter survey and begin the development of a Metrochek benefit.

As part of the Metropolitan Washington region, Alexandria shares the responsibility of

improving the air quality status of the region. By improving the air quality, Alexandria better serves its residents and visitors. The ALEXANDRIA RIDESHARE program is dedicated to reducing unhealthy ozone days by encouraging the use of fewer S.O.V.s traveling throughout the City during peak period hours.

The ongoing development in Alexandria makes it crucial for the City to sustain a program that will work diligently to reduce the number of S.O.V.s on its roadways. The promotion of rideshare services and alternative transportation modes provides a responsible method to adequately address the needs of a growing city by maximizing its existing resources.

**FISCAL IMPACT:** The total ALEXANDRIA RIDESHARE budget under this grant proposal is \$175,419. Eligibility for the grant requires that the City contributes a 20 percent match in the amount of \$35,084 to match the City's request to the Virginia Department of Rail and Public Transportation for State funds. The full City match is included in the FY 2003 Approved Budget. It should be noted that there are no monies available in the City budget to continue these activities once the grant funds are expended.

The grant application may be reviewed in the Office of Management and Budget, Room 3600, City Hall, during normal office hours.

**ATTACHMENTS:**

Attachment 1 - Resolution

Attachment 2 - Application and supporting documentation

**STAFF:**

Richard Baier, P.E., Director, T&ES

Thomas H. Culpepper, P.E., Deputy Director/Transportation and Transit, T&ES

James Maslanka, Division Chief/Transit Services, T&ES

Morgan Routt, Budget Analyst, OMB

Shauna Brown, Rideshare Coordinator, T&ES

ATTACHMENT 1

RESOLUTION NO.

WHEREAS, in accordance with Virginia Department of Rail and Public Transportation allocation procedures, it is necessary that a request by City Council resolution be made in order that the Virginia Department of Rail and Public Transportation fund a rideshare program in the City of Alexandria;

NOW, THEREFORE, BE IT RESOLVED by the City Council that the City Manager is authorized, for and on behalf of the City of Alexandria, hereafter referred to as the PUBLIC BODY, to execute and file an application to the Department of Rail and Public Transportation, Commonwealth of Virginia, hereafter referred to as the DEPARTMENT, for a grant of financial assistance in the amount of \$175,419 to defray the costs borne by the PUBLIC BODY for continuation of the ALEXANDRIA RIDESHARE program and to accept from the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish to the DEPARTMENT such documents and other information as may be required for processing the grant request. The City Council certifies that the funds shall be used in accordance with the requirements of Section 58.1-638.A.4 of the Code of Virginia.

BE IT FURTHER RESOLVED, that the PUBLIC BODY will provide funds in the amount of \$35,084, which will be used as a 20 percent match to the state funds in the ratio as required in such Act, that the records of receipts of expenditures of funds granted the PUBLIC BODY may be subject to audit by the DEPARTMENT and by the State Auditor of Public Accounts, and that funds granted to the PUBLIC BODY for defraying the expenses of the PUBLIC BODY shall be used only for such purposes as authorized in the Code of Virginia. The undersigned duly qualified and acting as City Clerk of the PUBLIC BODY certifies that the foregoing is a true and correct copy of a Resolution, adopted at a legally convened meeting of the City Council held on the 25<sup>th</sup> day of February 2003.

ADOPTED: \_\_\_\_\_  
DATE

ATTEST:

\_\_\_\_\_  
KERRY J. DONLEY

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MAYOR

\_\_\_\_\_  
BEVERLY I. JETT, CMC

\_\_\_\_\_  
CITY CLERK

# **TDM / Rideshare Assistance**

## **FY 2004 Grant Application Narrative Documents Package**

The pages within this MS Word document must be completed and uploaded into your DRPT OLGA Application Account in order to be considered for a grant. Please provide your answers and edit this document as needed and upload the completed version to your DRPT OLGA Application Account **no later than March 3, 2003**.

Contact Person: Charlene "Gus"  
Robey  
Department of Rail and Public  
Transportation  
1313 East Main Street, Suite 300  
Richmond, Virginia 23218-0590  
Telephone: (804) 786-7968  
Email: [crobey@drpt.state.va.us](mailto:crobey@drpt.state.va.us)



## **Annual TDM/Ridesharing Program Information**

### **Annual TDM/Ridesharing Program Schedule**

<u>Dates</u>	<u>Significant Events or Project Milestones</u>
7/03	Alexandria Birthday Celebration participation Private employer rideshare fairs Mailing of Commuter Connection newsletter
8/03	Alexandria Education Partnership new teachers event participation
9/03	APTA Try Transit Week city events
10/03	CarrAmerica development transit fair participation APTA Communities In Motion Day city event Potomac Yard development transit fair participation
11/03	NSBA employee benefits fair participation Mailing of Commuter Connection newsletter
12/03	Rotary Club and other civic club breakfast and luncheon meeting presentations
1/04	Chamber of Commerce business reception networking
2/04	Mailing of Commuter Connection newsletter
3/04	Telework Luncheon with MWCOG center Park Center development transit fair participation
4/04	Alexandria Earth Day participation Mailing of Commuter Connection newsletter
5/04	Bike to Work Day city event
6/04	Ozone Action Days program kick-off activities Alexandria Chirilagua Festival participation Windham Management development Transit Fair participation

Ongoing Monthly

New Employee Orientation presentations promoting employee transit benefit

Administration of city employee transit benefit and distribution of transit fare media

Processing of rideshare, carshare and transit match applications

## **Project Scope - Annual Goals and Action Plan**

Please describe your annual goals and action plan:

Each year, Alexandria Rideshare is dedicated to providing citizens with the information and services they need to make informed decisions about how they will travel throughout the region. Our public awareness goal is driven by the knowledge that citizens who are aware of their options and have the assistance they need to facilitate their actions are empowered to make choices that can improve their quality of life and their air quality.

Alexandria Rideshare is diligently engaged in decreasing traffic congestion and improving air quality through the use of transportation demand management strategies. Our transportation demand management goal enables our communities to make the most of existing resources while reducing traffic congestion and fuel emissions.

We actualize our goals through an action plan that consists of daily commuter assistance, outreach, incentive programs, marketing and promotions. The commuter assistance aspect of our action plan includes the processing of ridematch applications that help citizens to locate carpools or vanpools that they can participate in. We also answer inquiries and provide citizens with the informational documents they need to utilize alternative modes of transportation. By providing commuter assistance, we equip citizens with the information and resources they need to use alternative transportation modes.

The outreach component of our action plan includes our efforts to contact employers and assist them in developing commuter benefit programs. Commuter benefit programs encourage employees to use alternative modes of transportation and thus have a significant role in reducing the use of single-occupancy vehicles and related emissions during peak travel times. Tools in our outreach effort include cold calls, transit fairs and networking at community business and civic events.

Our outreach efforts are enhanced by the use of our commuter benefit program incentive start-up funding; by offering a six-month start-up expense reimbursement incentive to employers, we will encourage them to offer a commuter benefit. Our other incentive efforts include our city employee transit benefit incentive and our Carshare!Alexandria membership reimbursement incentive. The use of attractive incentives enables us to actualize our goal of reducing the number of single occupancy vehicles on the roads.

In addition to providing incentives, we will also market and promote the use of alternative transportation mode options. Our marketing techniques consist of frequent public service television announcements, newspaper advertisements and movie theater screen advertisements. We achieve the promotion of rideshare services and alternative commute options through our participation at city events such as festivals and meetings. We will also provide and participate in transit fairs and will hold a series of commuter benefit and telework informational luncheons. Other activities we will conduct in Alexandria include Bike to Work Day and Communities in Motion Day. We will also disseminate information via our newsletter and our library information distribution



efforts.

In fiscal year 2004, we will set forth to increase public awareness of alternative transportation modes such as teleworking, carpooling, vanpooling, transit and bicycling. We will increase public awareness through a widespread information campaign in which we will increase the number of public sites in the city that distribute the rideshare application, commuter brochures and transit route schedules. We also plan to educate the next generations of commuters through our rideshare education plan.

The rideshare education plan will help to make our future commuters aware of the air quality and congestion issues that affect their community. Their awareness may ultimately lead them to make informed choices about how they will travel to work in the future. By educating the next generations, we prepare them to maximize existing resources.

The Alexandria Rideshare goals and action plan will provide citizens with the resources and incentives they need to use alternative modes of transportation. Ultimately, we will improve our city and our region's air quality and quality of life by reaching each citizen and presenting them with the options and issues that impact their travel and their lives.

## Proposed Annual TDM/Ridesharing Program

Please complete this form and note all anticipated expenses, revenues, and any other funding sources that will support the project. A drop down box will appear in the expense column to allow you to choose from eligible expense categories. The last three rows of the expense column may be used to propose expenses not listed in the drop down box.

**Proposed Project Budget**  
(Please do not skip lines.)

Expense Description	Budget Amount
Administration	\$111,000
Marketing & Promotion	\$53,669
Travel & Training	\$2,000
Subsidies	\$300
Consultant Services	\$5,000
Capital Expenses	\$1,350
Special Events	\$2,000
Food Supplies	\$100
Total Project Expenses:	<b>\$175,419</b>
Please enter the total amount of revenues that will be generated directly or indirectly by this project.	<b>\$0</b>
Net Project Expenses:	<b>\$175,419</b>
Please enter the total amount of federal aid (if any) that will be used to support this project.	<b>\$0</b>
Non-federal share of net project expenses:	<b>\$175,419</b>
Maximum State TDM/Ridesharing Assistance:	<b>\$140,335</b>
Local Funds that must be committed to the project:	<b>\$35,084</b>

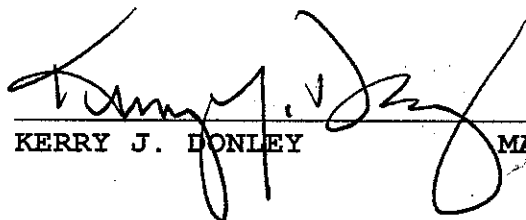
RESOLUTION NO. 2060

**WHEREAS**, in accordance with Virginia Department of Rail and Public Transportation allocation procedures, it is necessary that a request by City Council resolution be made in order that the Virginia Department of Rail and Public Transportation fund a Rideshare Program in the City of Alexandria;

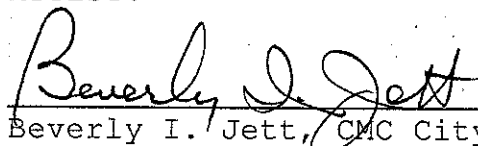
**NOW, THEREFORE, BE IT RESOLVED** by the City Council that the City Manager is authorized, for and on behalf of the City of Alexandria, hereafter referred to as the PUBLIC BODY, to execute and file an application to the Department of Rail and Public Transportation, Commonwealth of Virginia, hereafter referred to as the DEPARTMENT, for a grant of financial assistance in the amount of \$175,419 to defray the costs borne by the PUBLIC BODY for continuation of the ALEXANDRIA RIDESHARE Program and to accept from the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish to the DEPARTMENT such documents and other information as may be required for processing the grant request. The City Council certifies that the funds shall be used in accordance with the requirements of Section 58.1-638.A.4 of the Code of Virginia.

**BE IT FURTHER RESOLVED**, that the PUBLIC BODY will provide funds in the amount of \$35,084, which will be used as a 20 percent match to the state funds in the ratio as required in such Act, that the records of receipts of expenditures of funds granted the PUBLIC BODY may be subject to audit by the DEPARTMENT and by the State Auditor of Public Accounts, and that funds granted to the PUBLIC BODY for defraying the expenses of the PUBLIC BODY shall be used only for such purposes as authorized in the Code of Virginia. The undersigned duly qualified and acting as City Clerk of the PUBLIC BODY certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the City Council held on the 25<sup>th</sup> day of February 2003.

ADOPTED: February 25, 2003

  
KERRY J. DONLEY MAYOR

ATTEST:

  
Beverly I. Jett, CMC City Clerk